



City of NORFOLK

C: Dir., Department of Planning and Community Development

To the Honorable Council
City of Norfolk, Virginia

July 22, 2014

From: George M. Homewood, AICP, CFM, Planning Director

Subject: **Rezoning and Development Certificate for a mixed-use development – Hampton Roads Transit and Concord Eastridge**

Reviewed:

Ronald H. Williams, Jr., Assistant City Manager

Ward/Superward: 4/7

Approved:

Marcus D. Jones, City Manager

Item Number:

PH-2

- I. **Staff Recommendation:** Approval of both requests.
- II. **Commission Action:** By a vote of 5 to 0, the Planning Commission recommends **Approval**.
- III. **Request:** The proposal is to allow for redevelopment of the site with a mixed-use development containing 10,131 square feet of ground floor commercial, 207 multi-family units within 4 floors above the ground floor, and a parking deck for use by the residents and patrons.
- IV. **Applicant:** **Hampton Roads Transit and Concord Eastridge, Inc.**
1500 Monticello Avenue
- V. **Description**
 - This rezoning would accommodate the mixed-use proposal with ground floor commercial and apartments above.
 - The applicant has proffered that the site will be developed in accordance with the attached conceptual site plan and the attached façade elevations.
 - The proposed development would be the first of its kind on the east side of Monticello Avenue, and would continue to frame the corridor with a desired urban form.
 - The proposed development meets all *Zoning Ordinance* requirements, including required all development standards for the G-1 district, with no waivers being requested.

Staff point of contact: Matthew Simons at 664-4750, matthew.simons@norfolk.gov

Attachments:

- Staff Report to CPC dated June 26, 2014 with attachments
- Proponents and Opponents
- Ordinances
- Letter of Support – Ghent Business Association
- Letter of “no opposition” – Downtown Norfolk Civic League



City of NORFOLK

To the City Planning Commission
City of Norfolk, Virginia

June 26, 2014

From: Matthew Simons, CFM *MS*
City Planner II

Subject: Applications on property
located at 1500 Monticello Avenue:

- a. Change of zoning from C-2
(Corridor Commercial) to
conditional G-1 (Granby/
Monticello Corridor Mixed Use).
- b. Granby Development Certificate
for the proposed mixed use
development.

Reviewed: Leonard M. Newcomb, III, CFM *LNU*
Land Use Services Manager

Ward/Superward: 4/7

Approved: *[Signature]*
George M. Homewood, AICP, CFM
Planning Director

Item Number: 5

- I. **Recommendation:** Staff recommends approval of both requests, given the character of development in the corridor and conformance with *planNorfolk2030*.
- II. **Applicant:** Concord Eastridge, Inc.
1500 Monticello Avenue
- III. **Description:**
This application would allow for redevelopment of the site with a high-intensity, mixed-use development; 10,131 square feet of ground floor commercial, 207 multi-family units within 4 floors above the ground floor, and a parking deck for use by the residents and patrons.
- IV. **Analysis**
 - The 2.1 acre site is located along the east side of Monticello Avenue, between East 14th Street and East 16th Street, and extending to Armistead Avenue. Property was previously occupied by Hampton Roads Transit (HRT), as their main office headquarters.
 - The site is separated from the Hunters Square and Olde Huntersville neighborhoods to the east by the West Point and Elmwood Cemeteries.
 - The site is also separated from the Ghent Square neighborhood to the west by the multi-family structures of similar form and scale to this proposal, located on the opposite side of Monticello Avenue.

Plan Analysis

Change of Zoning

- The proposed change of zoning is consistent with *plaNorfolk2030*, which designates this site as commercial.

Granby Development Certificate

- The Monticello/Granby Corridor actions of the Neighborhoods chapter of *plaNorfolk2030* call for new development to include façades built to the right-of-way line, first floor active uses and transparency, and adequate parking and open space facilities.
 - The proposal is consistent with these actions and therefore is consistent with *plaNorfolk2030*.

Zoning Analysis

Change of Zoning

- The site is located along the Granby/Monticello Corridor which is developed with a mix of various multi-family residential uses, as well as commercial and light-industrial uses.
- The site is located along a corridor that is under rapid transformation from auto-related and auto-dependent uses to a mixed-use urban corridor, which has witnessed several similar rezoning requests to G-1 in recent years to accommodate higher-intensity development within an appropriate form for an urban corridor.
- This rezoning would accommodate the mixed-use proposal with ground floor commercial and apartments above.
 - The existing zoning would only permit commercial uses on this site, or a limited mixed-use development, but without accommodation for a true urban form appropriate for the context of the Granby/Monticello Corridor.
 - The applicant has proffered that the site will be developed in accordance with the attached conceptual site plan.
 - The applicant has also proffered that the development will match the attached building elevations to reflect the materials, general massing, and design as submitted.
- The development will contain residential amenities, typical for new multi-family development of this scale. Proposed amenities are located on the ground floor with visual interaction at the sidewalk, thus qualifying as ground floor active uses:
 - Club room, media room, health and fitness area, on-site leasing office with a lounging room, three landscape courtyards and an outdoor pool.

Granby Development Certificate

- Any building that is located, constructed or enlarged within the G-1 district requires a Granby Development Certificate.
- The proposed development would be the first of its kind on the east side of Monticello Avenue, and would continue to frame the corridor with a desired urban form.

Development Standards

Building placement (build-to line):

- The building is required to have at least 75% of its frontage constructed at the property line along Monticello Avenue, which is designated as a principal street in the G-1 district.
 - The proposed development complies with the building placement requirement.

Floor area ratio:

- The ratio of total area of all the floors of the proposed building, relative to the lot area of the parcel, permitted in the G-1 district is limited to no more than 4.0 for mixed-use developments.
 - The proposed development complies with the maximum floor area ratio.

Lot coverage ratio:

- The maximum percentage of the site permitted to be covered with buildings and other roofed structures is 80%.
 - The proposed development complies with the maximum lot coverage ratio.

Open space ratio:

- The development is required to have at least 15% of the site consist of open space (usable landscape and hardscape features such as plazas, courtyards, pools).
 - The proposed development complies with the minimum open space ratio.

Fenestration (façade treatment):

- Not less than 50% of the ground floor façade along Monticello Avenue must be transparent, with internal visibility unimpeded to a depth of at least 5 feet inside the building.
 - The proposed development complies with the minimum fenestration requirement.

Required use of ground floor areas:

- At least 65% of the building's ground floor square footage along Monticello Avenue must consist of active uses as defined within the G-1 district.
 - The development is proposing to dedicate 82% of the building's ground floor square footage along Monticello Avenue for commercial retailers and active residential amenities (leasing office, fitness facility, club room), all of which meet the definition of active uses.
 - The proposed development is compliant with the active ground floor use requirement.

Parking location and access:

- Off-street parking and loading for the development is required to be concealed from view from the public right-of-way.
 - The proposed development utilizes shared parking, approved in accordance with *Zoning Ordinance* requirements, located within a screened parking garage for use by both the multi-family and commercial uses.
 - Given the approved shared parking analysis, the proposed development is compliant with the parking location and access requirements.

- The G-1 district only permits waivers to be requested from certain development standards:
 - Required use of ground floor area.
 - Parking location and access.
- The proposed development meets all *Zoning Ordinance* requirements, including required all development standards for the G-1 district, with no waivers being requested.

Trip Generation Analysis

- Institute of Transportation Engineers (ITE) figures estimate that this use will generate 1,131 new vehicle trips per day.
- Based upon ITE data, the prior office use on this site would be expected to generate 681 weekday trips while the proposed new retail and residential uses would be expected to generate 1,812 trips on weekdays.
- The site is near frequent transit service with Hampton Roads Transit bus routes 1 (Granby Street) and 3 (Chesapeake Boulevard) operating along Monticello Avenue directly adjacent to the site.

Parking Analysis

Bicycle Parking

- The multi-family portion as proposed is required to accommodate at least 41 bicycles to serve the 207 dwelling units.
 - Of the 41 bicycle spaces no more than ten may be installed with direct exposure to the elements, the remaining spaces must be sheltered bicycle parking, able to be securely stored for a long-term period.
- The commercial portion as proposed is required to accommodate at least seven bicycles to serve the 10,131 square feet of retail.
 - Of the seven bicycle spaces no less than one is required to be installed with protection from the elements, the rest may be installed for short-term use with direct exposure to the elements.
- The proposed development is compliant with the minimum bicycle parking requirements with 46 long-term covered spaces provided within the parking garage, and four short-term spaces located directly outside the proposed retail.

Automobile Parking

- The proposal uses are required to have 331 parking spaces to accommodate the 207 multi-family units and 34 parking spaces to accommodate the 10,131 square feet of retail space.
- The Parking and Loading chapter of the *Zoning Ordinance* allows for developments with multiple uses to request a reduction in the total required parking in certain circumstances.
 - The parking must be provided collectively in a shared facility.
 - The various uses which will utilize the parking must be uses that do not experience simultaneous peak-hours of usage.

- The zoning administrator, upon review of the request, may approve the shared parking request and authorize the reduction in total required parking.
- The shared parking request has been approved following a review of a detailed parking analysis due to the various uses not having simultaneous peak-hours.

V. Financial Impact

- This rezoning would provide for redevelopment of a currently underutilized site.
- Reuse of the site for a private development of this proposed intensity will produce a substantially high real estate value relative to the size of the site.
- Several indirect financial impacts will also likely provide a positive impact on the nearby commercial uses, including new revenues to the tax rolls.
 - The addition of 207 new multi-family units will likely attract some new residents to the City, increasing the number of residents in proximity to downtown, in furtherance of the goal of encouraging a 24/7 downtown.

VI. Environmental

- The proposed development will incorporate a new landscape hedge within a recreated verge between the sidewalk and curb along the east side of Monticello Avenue.
- The new verge will include street trees with appropriate spacing, depth and species to be approved by Recreation, Parks and Open Space through the Site Plan Review process.
 - Through the City's Site Plan Review process all applicable stormwater, sediment control, floodproofing, buffering, screening and any other environmental requirements will be addressed prior to issuance of building permits.
- The change of zoning should have a positive impact on the corridor, with more pedestrian activity and more visibility which will likely increase the perception of safety within the surrounding street network.
- This mixed-use development will be the first of a similar archetype found on the opposite side of Monticello Avenue.
 - This development form will frame the Granby/Monticello Corridor which is in keeping with recognized place-making principles of urban design, which the City Council has recently expressed a desire to achieve where appropriate.
- The proposed development is not located on any land that has been acquired from the City and the site is not located within a local historic district, thus there is no requirement for the proposal to obtain approval from the Architectural Review Board.
 - However, the applicant is proffering that the proposed development be built in accordance with the attached building elevations.
- The proposed development will provide a 5-story parking deck along the south side of the site, which is proposed to be screened with a modern metal mesh that also functions as an illuminated light-wall, similar to other new mixed-use developments like the Wells Fargo Tower.
 - The proposed light-wall will be shielded from the single-family residential development to the east and designed to complement the architecture of the structure.

VII. Community Outreach/Notification

Change of Zoning

- Legal notice was posted on the property on April 15.
- Letters were sent to the Downtown Norfolk Civic League, Downtown Norfolk Council, Ghent Neighborhood League, Ghent Square Community Association and Ghent Business Association on June 5.
- Letters were mailed to all property owners within 300 feet of the property on June 11.
- Notice was sent to the civic leagues by the Department of Communications and Technology on June 11.
- Legal notification was placed in *The Virginian-Pilot* on June 12 and 19.

Granby Development Certificate

- Development certificates do not require a public hearing.
- The community was notified of the request for a development certificate through notification process for the rezoning.

VIII. Coordination/Outreach

This letter has been coordinated with the Department of Planning and Community Development, the Department of Development, Department of Public Works, Recreation Parks and Open Space, and the City Attorney's Office.

Supporting Material from the Department of Planning and Community Development:

- Proffered conditions
- Zoning map
- Location map
- Applications
- Conceptual site plan
- Proffered elevations
- Submitted perspectives
- Physical survey
- Letters to the civic leagues and business associations

Proponents and Opponents

Proponents

Daniel Hassett – HRT representative
509 East 18th Street
Norfolk, VA 23510

Chee Kung – Applicant/Developer
901 N. Glebe Road, Unit 350
Arlington, VA 22203

Opponents

None

Form and Correctness Approved: 

By 
Office of the City Attorney

Contents Approved: 

By 
DEPT.

NORFOLK, VIRGINIA

ORDINANCE No.

AN ORDINANCE TO REZONE PROPERTY LOCATED AT 1500 MONTICELLO AVENUE FROM C-2 (CORRIDOR COMMERCIAL) TO CONDITIONAL G-1 (GRANBY/MONTICELLO CORRIDOR MIXED USE) DISTRICT.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That the property located at 1500 Monticello Avenue is hereby rezoned from C-2 (Corridor Commercial) to conditional G-1 (Granby/Monticello Corridor Mixed Use) District. The property is more fully described as follows:

Property fronting 500 feet, more or less, along the eastern line of Monticello Avenue and 186 feet, more or less, along the northern line of 14th Street; property also fronts 186 feet, more or less, along the southern line of 16th Street and 500 feet, more or less, along the western line of Armistead Avenue; premises numbered 1500 Monticello Avenue.

Section 2:- That the property rezoned by this ordinance shall be subject to the following conditions:

- (a) The site shall be developed in accordance with the conceptual site plan attached hereto and marked as "Exhibit A," entitled "Preliminary Conceptual Plan for 1500 Monticello Avenue" dated May 30, 2014 and prepared by Vanasse Hangen Burstlin, Inc., subject to any revisions required by the City during the site plan review process.
- (b) The site shall be developed to reflect the general massing, materials and design for the north, south and west building elevations as depicted in the conceptual elevations plan attached hereto and marked as "Exhibit B," entitled "1500 Monticello Elevations" dated May 30, 2014 and prepared by

Streetsense, Inc., subject to any revisions required by the City during the Site Plan Review process.

- (c) Notwithstanding any waiver for off-street parking that might be included as part of a Granby Development Certificate granted for this project, off-street parking spaces shall be provided on the property at a ratio of not less than 1.5 spaces per dwelling unit.

Section 3:- That the official Zoning Map for the City of Norfolk is hereby amended and reordained so as to reflect this rezoning.

Section 4:- That this ordinance shall be in effect from the date of its adoption.

ATTACHMENTS:

Exhibit A (1 page)

Exhibit B (6 pages)

1500 MONTICELLO AVENUE CONCEPTUAL SITE PLAN, 1500 MONTICELLO AVENUE, NORFOLK, VIRGINIA

1500 MONTICELLO AVENUE CONCEPTUAL SITE PLAN, 1500 MONTICELLO AVENUE, NORFOLK, VIRGINIA

Parking Summary Chart			
Description	Size		
	Required	Provided	Provided
STRUCTURED STANDARD SPACES	8 x 16	8 x 16	214
GROUND LEVEL STANDARD SPACES (PRIVATE)	8 x 16	8 x 16	11
ON-STREET PARALLEL SPACES (PRIVATE)	8 x 22	8 x 22	14
STANDARD ACCESSIBLE SPACES *	8 x 16	8 x 16	7
ADA ACCESSIBLE SPACES	8 x 16	8 x 16	1
TOTAL SPACES			254
LOADING BAYS			2
ON-STREET PARALLEL PARKING ON EAST SIDE OF STREET	8 x 22	8 x 22	8

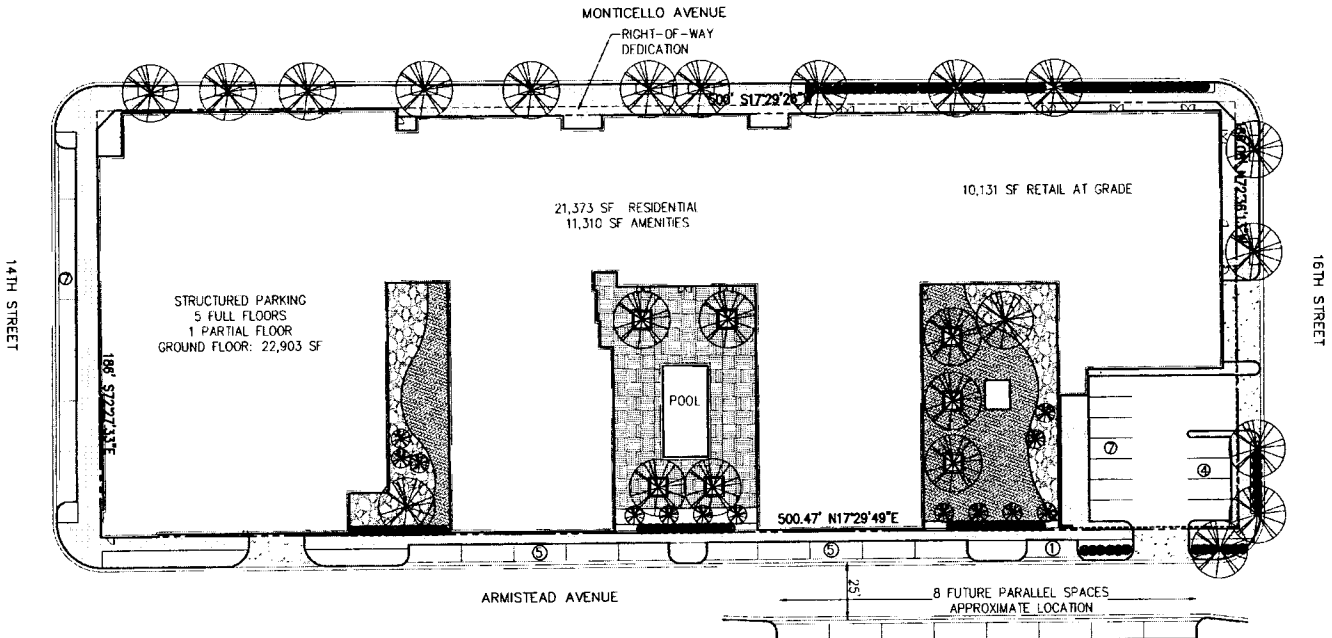
* ADA STATE/LOCAL REQUIREMENTS ALL ADA SPACES IN STRUCTURE
STRUCTURE PARKING IS 5 LEVELS WITH 40 SPACES/LEVEL



Vanasse Hangen Brustlin, Inc.

Transportation
Land Development
Environmental Services

Two Columbus Center
4500 Main Street, Suite 400
Virginia Beach, Virginia 23462
757.490.0132 • FAX 757.490.0136



CHICK FIL A



25 0 25 50
SCALE IN FEET

Designed by **ENR** Drawn by **ENR** Checked by **ENR**
Call checked by **ENR** Represented by **ENR**
Scale 1"=50' Date May 30, 2014
Project No.

1500 Monticello Avenue

1500 Monticello Avenue
Norfolk, Virginia

Not Approved for Construction

Preliminary
Conceptual Plan

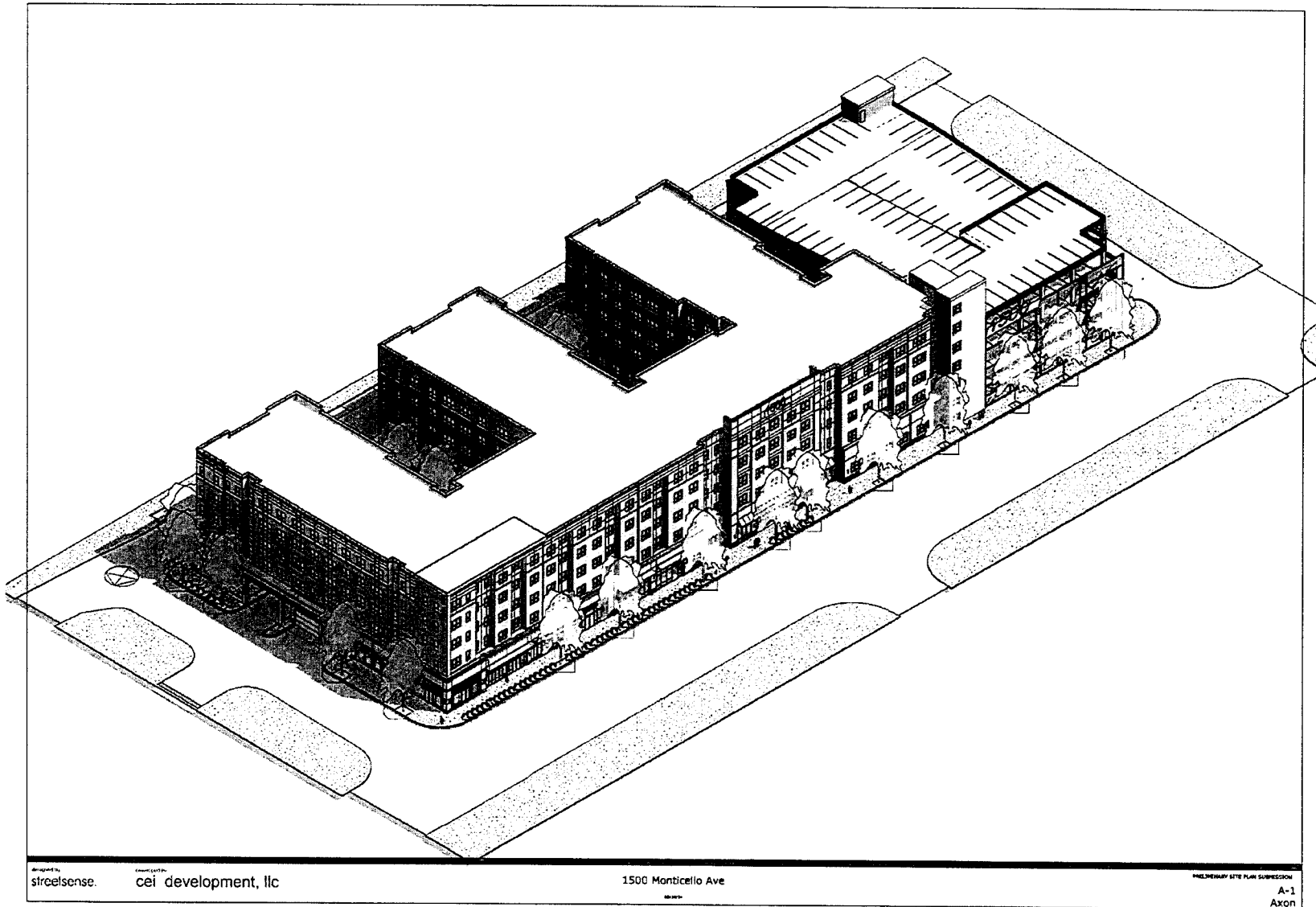
EX-A

Sheet of 1

Project Number

1500 MONTICELLO AVENUE CONCEPTUAL SITE PLAN

SITE INFORMATION	AREA (SF)	% PARCEL (% BUILDING)		
PARCEL SIZE:	93,000 SF (2.14 ACRES)	100 %		
TOTAL BUILDING AREA(GROUND FLOOR):	67,900 SF	73 %	100 %	
RETAIL AREA (GROUND FLOOR):	10,131 SF	11 %	15 %	
RESIDENTIAL AREA	22,954 SF	25 %	34 %	
AMENITIES AREA:	11,310 SF	12 %	17 %	
STRUCTURED PARKING AREA	22,903 SF	25 %	34 %	
OPEN SPACE	15,571 SF	17 %	N/A	
FLOOR AREA RATIO	3.75			
LOT COVERAGE	79%			
GROUND FLOOR ACTIVE USE (MONTICELLO FRONTAGE)	82%			
BUILD TO REQUIREMENT (MONTICELLO)	76%			

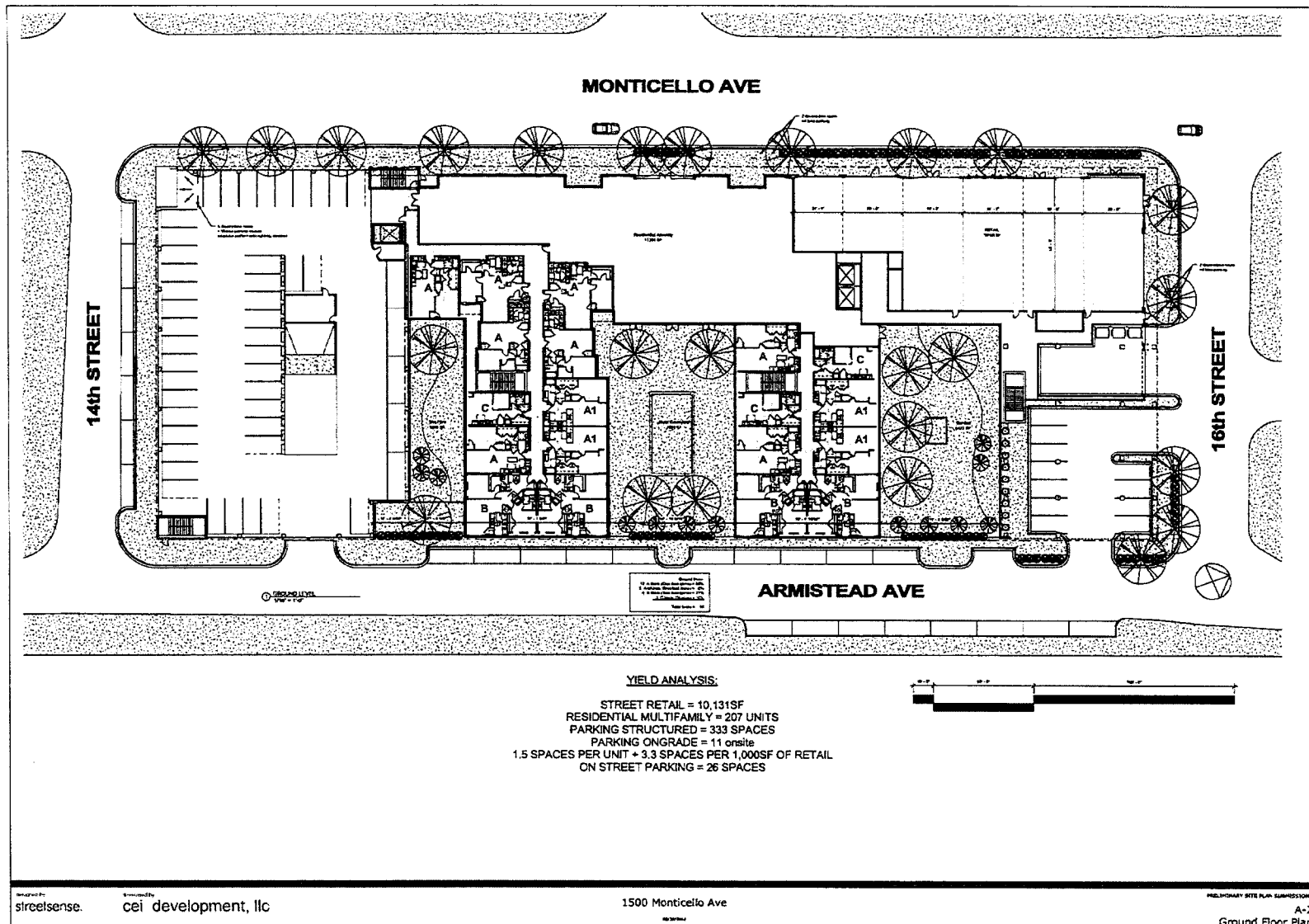


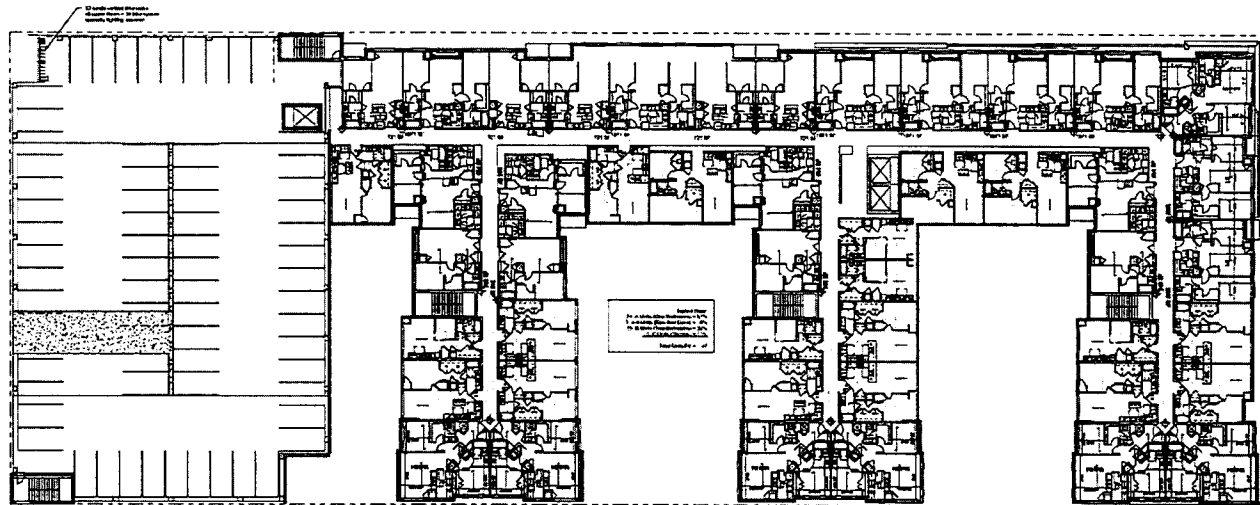
Designed by
streetsense.

Client/Owner
cei development, llc

1500 Monticello Ave
Albuquerque, NM 87102

PRELIMINARY SITE PLAN SUBMISSION
A-1
Axon





North Arrow



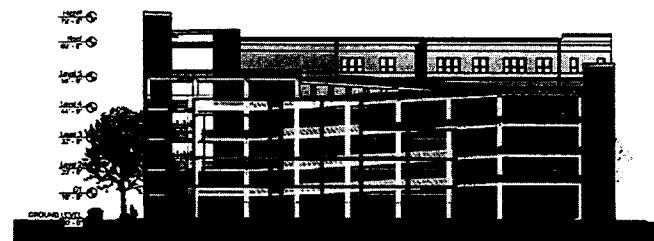
East Elevation - Monticello Avenue
7/24 - 1/2"



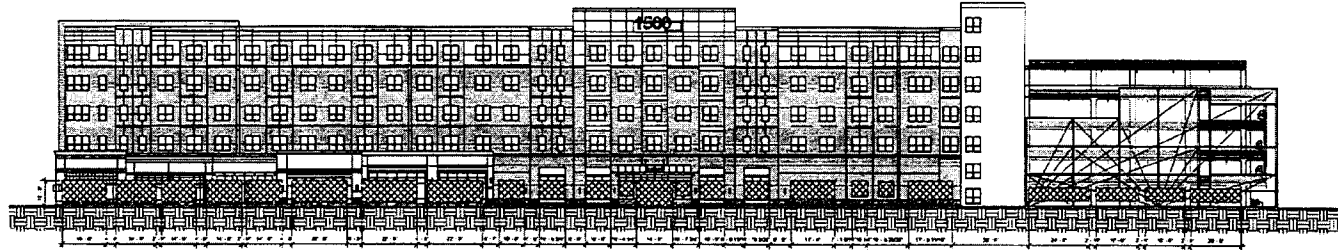
West Elevation - Monticello Avenue
7/24 - 1/2"



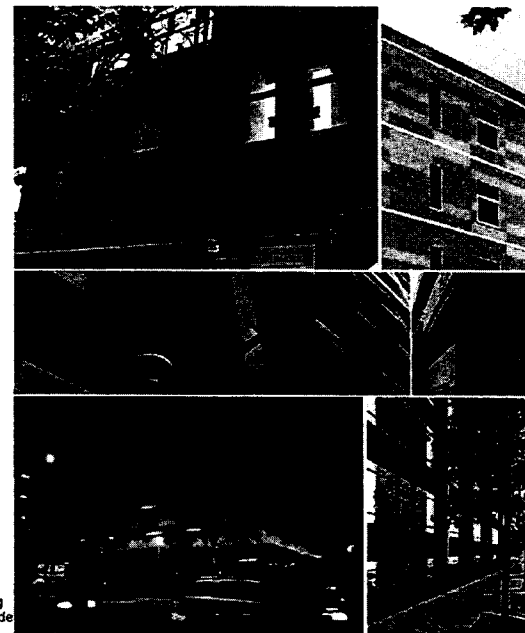
North Elevation - Monticello Avenue
7/24 - 1/2"



South Elevation - Monticello Avenue
7/24 - 1/2"



GROUND FLOOR FENESTRATION ANALYSIS:
 500 TOTAL FEET OF FACADE ALONG MONTICELLO AVE
 TO A HEIGHT OF 10' = 5000SF TOTAL
 PROPOSED: 2,500SF OF GLAZING = 50%



The two photos above are representative of the
 material use and general character of the project.
 There are not meant to be a substitute for the project.
 The proposed design is intended to be more images.

Finish Examples

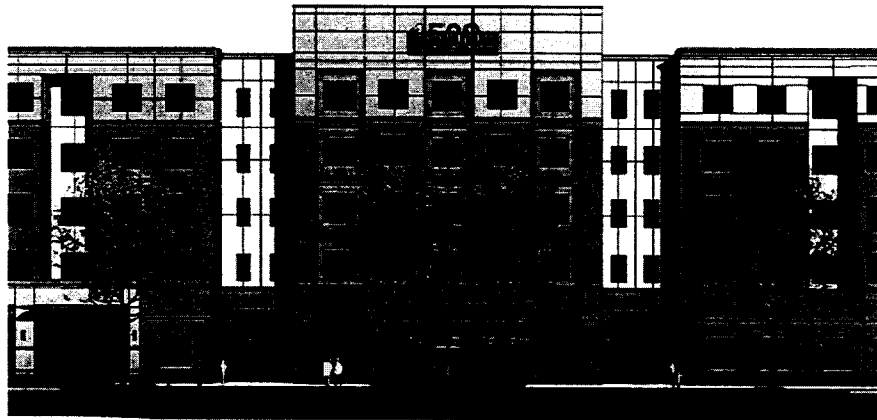
The design of the facade will be refined as the building
 program is finalized but the finish selections will be
 substantially similar to the material noted above.

designed by
streetsense.

developed by
cei development, llc

1500 Monticello Ave

PROPOSED SITE PLAN SUBMISSION
 A-5
 Finish Examples



DESIGNED BY
streetsense.

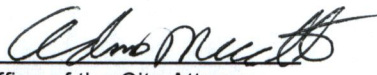
PROJECT BY
cei development, llc

1500 Monticello Ave
MILWAUKEE

PRELIMINARY SITE PLAN DIRECTION
A-6
Design Sketches

Form and Correctness Approved: 

Contents Approved: 

By 
Office of the City Attorney

By 
DEPT.

NORFOLK, VIRGINIA

ORDINANCE No.

AN ORDINANCE GRANTING A DOWNTOWN DEVELOPMENT CERTIFICATE TO PERMIT THE CONSTRUCTION OF A MIXED USE DEVELOPMENT ON PROPERTY LOCATED AT 1500 MONTICELLO AVENUE.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That a Development Certificate is hereby granted to permit the construction of a mixed use development located at 1500 Monticello Avenue. The property to which this Certificate applies is more fully described as follows:

Property fronting 500 feet, more or less, along the eastern line of Monticello Avenue and 186 feet, more or less, along the northern line of 14th Street; property also fronts 186 feet, more or less, along the southern line of 16th Street and 500 feet, more or less, along the western line of Armistead Avenue; premises numbered 1500 Monticello Avenue.

Section 2:- That the Downtown Development Certificate granted hereby shall be subject to the following condition:

- (a) Any subsequent changes made to the project, as described in the staff report and as approved through the Downtown Development Certificate process, shall be reviewed as an amendment to the development certificate.

Section 3:- That this ordinance shall be in effect from the date of its adoption.

Whitney, Chris

From: Chee Kung <CKung@concordeastridge.com>
Sent: Tuesday, June 24, 2014 12:47 PM
To: Simons, Matthew
Subject: FW: 1500 Monticello

Fyi. Email from Ted Enright (GBA).

Chee Kung
Development Manager

901 N Glebe Rd. Ste. 350
Arlington, VA 22203
877.850.5070 (o) | 703.465.0550 (f)
703-563-9831 (direct) 202.468.2030 (cell)
www.concordeastridge.com

From: Ted Enright [mailto:ted@nusbauminsurance.com]
Sent: Tuesday, June 24, 2014 10:56 AM
To: Chee Kung
Subject: 1500 Monticello

Hi Chee,

Sorry I did not get back with you sooner, but I just wanted to let you know that, as expected, the GBA board agreed with our committee's recommendation to support your zoning change and the project in general as presented. A couple of things to note: generally speaking in an effort to expand the feel of Ghent, which has been very successful over the last several decades, it's always refreshing to see locally owned businesses thriving in the neighborhood. They take great pride in the way their business presents itself to the public, and they bring a feel of purpose and stability to the area. That's what has made this area such an attractive place to open a business. They also join our association, and become part of the community.

In addition, as you may have gathered by now, our agency writes property and casualty insurance for small to mid-sized businesses. We've worked with a lot of developers over the years on their projects to help them protect the assets during the construction process, and for the permanent coverage. So let me know if you would like for me to offer some quotes for this project or anything else. I'm also available to help the commercial tenants if they need it.

Best regards,

Ted Enright
Vice President
Phone: 757-622-4653
Mobile: 757-404-0476
Fax: 757-624-1573
S.L. Nusbaum Insurance Agency, Inc.
500 W. 21st Street, Suite 300
Norfolk, VA 23517

Your Satisfaction is very important to us. If you feel my service has been less than excellent, or if this correspondence was not clear to you, please let me know immediately so I can correct any problems.

****Please Note:** Changes or additions to coverage can not be considered bound until you have spoken with a licensed representative or have received representative confirming the changes have been processed.**

Whitney, Chris

From: Chee Kung <CKung@concordeastridge.com>
Sent: Tuesday, June 24, 2014 12:50 PM
To: Simons, Matthew
Subject: FW: 1500 Monticello Avenue (Rezoning and Development Certificate)

Fyi. Email from Kevin Murphy (Downtown Norfolk Civic League).

Chee Kung
Development Manager

901 N Glebe Rd. Ste. 350
Arlington, VA 22203
877.850.5070 (o) | 703.465.0550 (f)
703-563-9831 (direct) 202.468.2030 (cell)
www.concordeastridge.com

From: Kevin R. Murphy [mailto:krmurphy@verizon.net]
Sent: Thursday, June 19, 2014 10:52 AM
To: Chee Kung
Subject: RE: 1500 Monticello Avenue (Rezoning and Development Certificate)

Chee,

Thank you for contacting the **Downtown Norfolk Civic League**.

We are aware of the project and have **no objections**.

Good luck!

Kevin

From: Chee Kung [mailto:CKung@concordeastridge.com]
Sent: Wednesday, June 18, 2014 5:42 PM
To: dncl@welovenorfolk.org
Subject: 1500 Monticello Avenue (Rezoning and Development Certificate)

Dear Mr. Murphy,

Mr. Matthew Simons, a planner with the City of Norfolk, forwarded your contact information to me. I understand that the City of Norfolk has sent a Staff Report (regarding the proposed rezoning and redevelopment of 1500 Monticello Ave) to The Downtown Norfolk Civic League. I wanted to follow up to see if you have any questions that we can address.

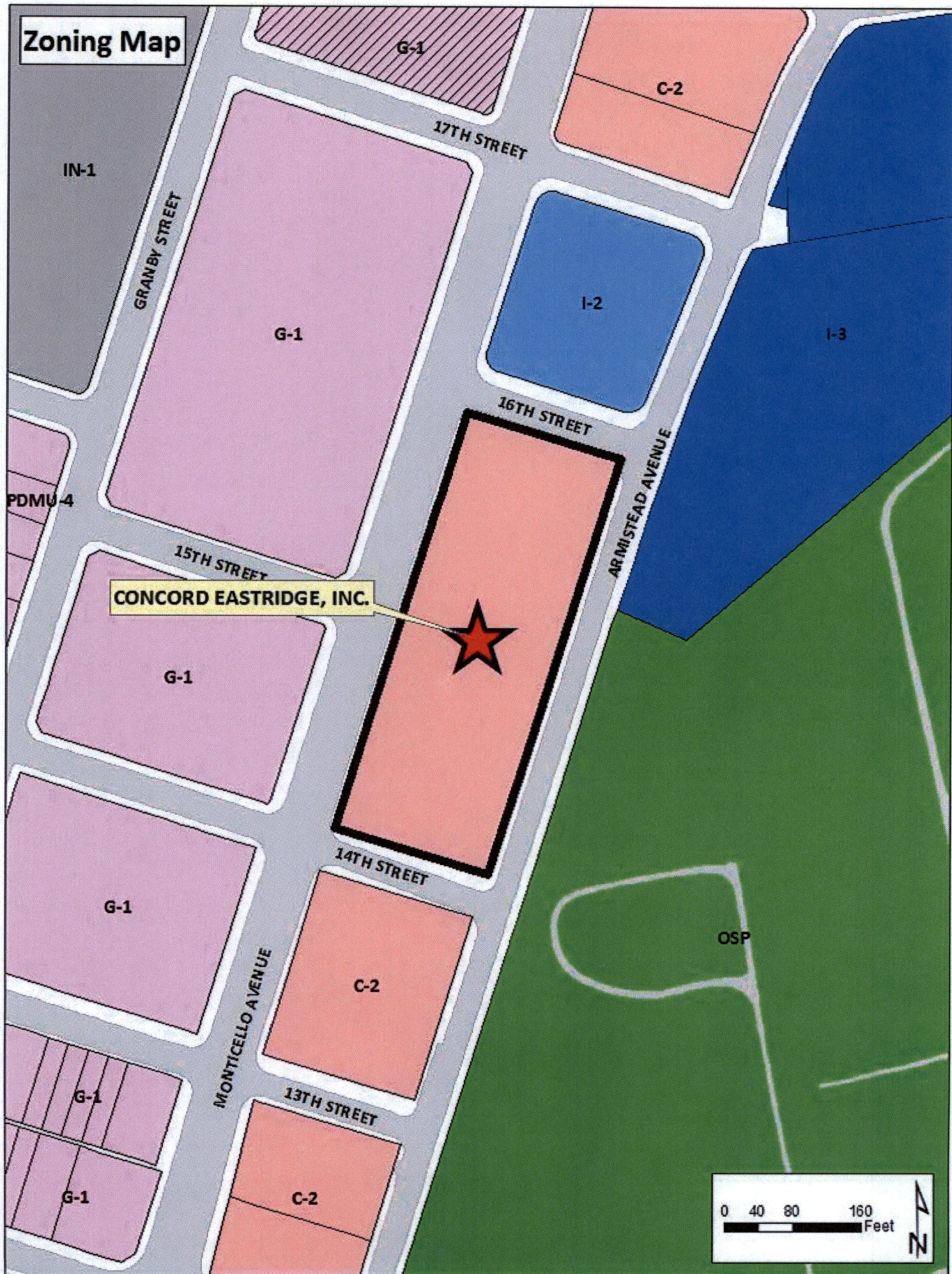
Please allow me to introduce myself. I am a development manager with Concord Eastridge, Inc., a real estate development company that developed the new Hampton Roads Transit (HRT) facilities along 18th Street. We are in the process of re-developing 1500 Monticello Avenue. As you are aware, the site currently has a vacated building which used to house HRT's administrative functions. We are proposing to build a 5-story mixed-use project comprising of apartments on the four upper floors and retail at ground level.

Concord Eastridge Conditional Rezoning
1500 Monticello Avenue

Proffered Conditions:

1. The site shall be developed in accordance with the conceptual site plan attached hereto and marked as "Exhibit A," entitled "Preliminary Conceptual Plan for 1500 Monticello Avenue" dated May 30, 2014, as prepared by Vanasse Hangen Burstlin, Inc., subject to any required revisions made during the Site Plan Review process.
2. The site shall be developed to reflect the general massing, materials and design for the north, south and west building elevations as depicted in the conceptual elevations plan attached hereto and marked as "Exhibit B," entitled "1500 Monticello Elevations" dated May 30, 2014, as prepared by Streetsense, Inc, subject to any required revisions made during the Site Plan Review process.
3. Notwithstanding any waiver for off-street parking that might be included as part of a Granby Development Certificate granted for this project, off-street parking spaces shall be provided on the property at a ratio of not less than 1.5 spaces per dwelling unit.

Zoning Map



Location Map

CONCORD EASTRIDGE, INC.

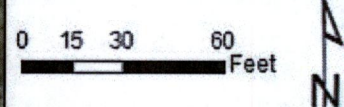


16TH STREET

MONTICLO 4 AVENUE

ARMISTEAD AVENUE

14TH STREET



1500 Monticello
(#705)



**APPLICATION
CHANGE OF ZONING**

Date of application: 3/10/2014

Change of Zoning

From: C-2 Zoning To: conditional G-1 Zoning

DESCRIPTION OF PROPERTY

Property location: (Street Number) 1500 (Street Name) Monticello Avenue

Existing Use of Property: Bus Transportation & office

Current Building Square Footage 58,859

Proposed Use Mixed Use : Multifamily & Retail

Proposed Building Square Footage 317,800

Trade Name of Business (If applicable) NA

APPLICANT/ PROPERTY OWNER

(Concord Eastridge)

1. Name of applicant: (Last) Hassett (First) Daniel (MI)

Mailing address of applicant (Street/P.O. Box): 504 E 18th Street

(City) Norfolk (State) VA (Zip Code) 23510

Daytime telephone number of applicant (757) 222-6000 Fax (757) 222-6022

E-mail address of applicant: dhassett@hrtransit.org

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July, 2013)

Transportation District Commission
of Hampton Roads

2. Name of property owner: (Last) of Hampton Roads (First) (MI) (

Mailing address of property owner (Street/P.O. box): 509 18th Street

(City) Norfolk (State) VA (Zip Code) 23510

Daytime telephone number of owner (757) 222-6000 Fax number (757) 222-6022

CIVIC LEAGUE INFORMATION

Civic League contact: NA

Date(s) contacted: NA

Ward/Super Ward information: Ward 4 / Superward 7

REQUIRED ATTACHMENTS

- ✓ Required application fee, **\$705.00** (if check, make payable to Norfolk City Treasurer).
 - Application fee includes a non-refundable \$5 technology surcharge.
 - If accompanied with a necessary map amendment to the City's adopted general plan, *planNorfolk2030*, an additional technology surcharge of **\$5** will be required.
- ✓ Two 8½ x 14 inch copies of a survey or site plan drawn to scale showing:
 - Existing and proposed building structures
 - Driveways
 - Parking
 - Landscaping
 - Property lines (see attached example)
- ✓ Description and details of the operation of the business (i.e., # of employees, # of bays, reason for rezoning, etc...)

CERTIFICATION:

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:

Print name: DANIEL L HASSETT Sign: [Signature] 7/1/11
(Property Owner or Authorized Agent Signature) (Date)

Print name: _____ Sign: _____ / _____ / _____
(Applicant or Authorized Agent Signature) (Date)

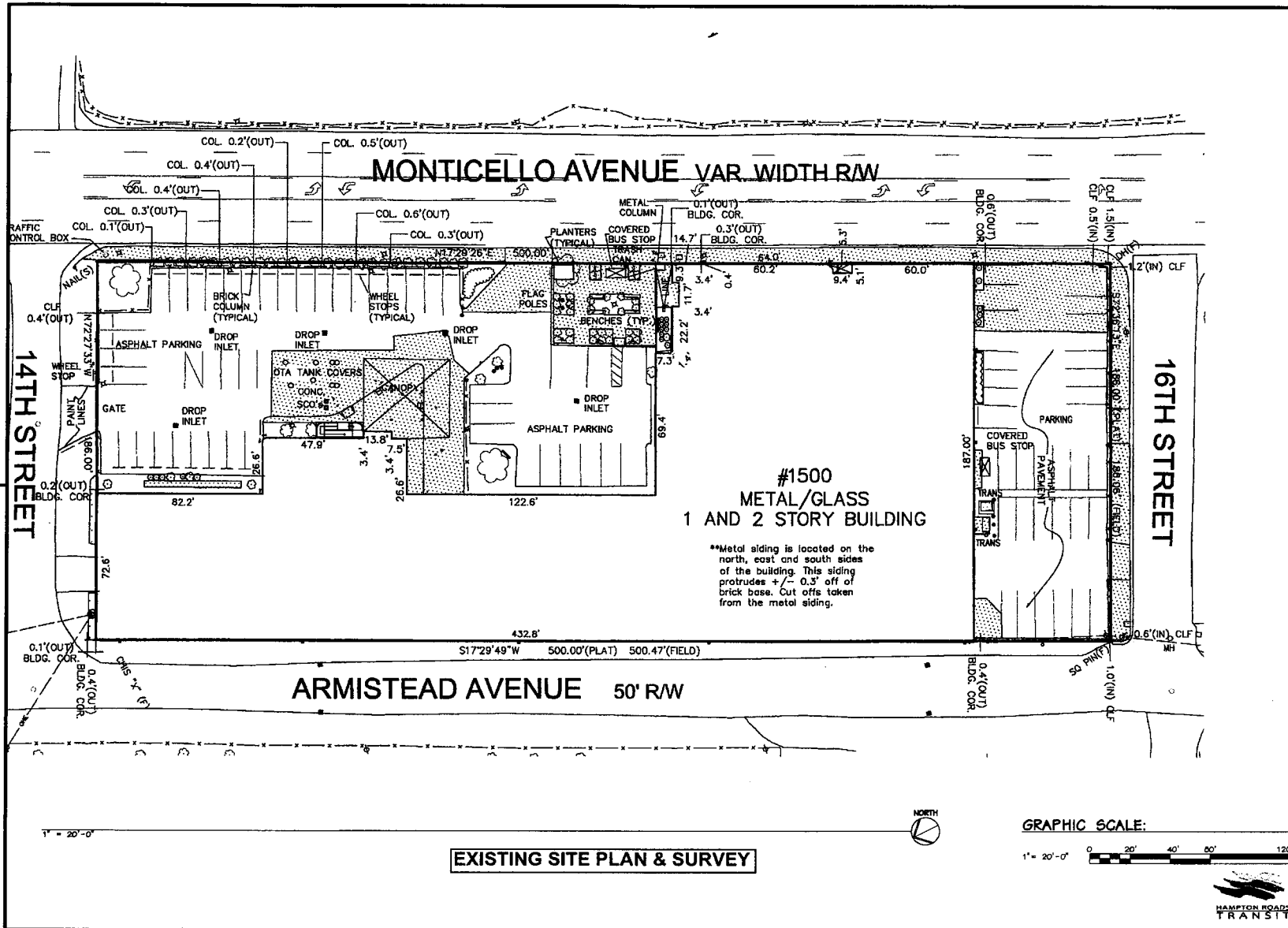
DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

810 Union Street, Room 508
Norfolk, Virginia 23510
Telephone (757) 664-4752 Fax (757) 441-1569
(Revised July, 2013)

Concord Eastridge Conditional Rezoning
1500 Monticello Avenue

Proffered Conditions:

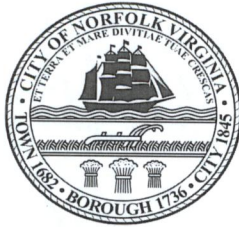
1. The site shall be developed in accordance with the conceptual site plan attached hereto and marked as "Exhibit A," entitled "Preliminary Conceptual Plan for 1500 Monticello Avenue" dated May 30, 2014, as prepared by Vanasse Hangen Burstlin, Inc., subject to any required revisions made during the Site Plan Review process.
2. The site shall be developed to reflect the general massing, materials and design for the north, south and west building elevations as depicted in the conceptual elevations plan attached hereto and marked as "Exhibit B," entitled "1500 Monticello Elevations" dated May 30, 2014, as prepared by Streetsense, Inc, subject to any required revisions made during the Site Plan Review process.
3. Notwithstanding any waiver for off-street parking that might be included as part of a Granby Development Certificate granted for this project, off-street parking spaces shall be provided on the property at a ratio of not less than 1.5 spaces per dwelling unit.



Dills architects 142 North Great Neck Rd. #204 Virginia Beach, VA 23464		OVERALL SITE DEMOLITION PLANS	
DEMOLITION OF 1500 MONTICELLO AVENUE FOR HAMPTON ROADS TRANSIT NORFOLK, VIRGINIA 23510			
REVISIONS:		DRAWN: JPC	
		CHECKED:	
		APPROVED:	
		DATE:	
		SCALE:	AS NOTED
PROGRESS PRINT 06/03/2012			
SHEET NO. C-101			
SHT. XX OF XX			



1500 Monticello
(8205)



APPLICATION
Downtown Development Certificate

Date of application: 3/10/2014

DESCRIPTION OF PROPERTY

Proposed Location of Property: Street Number 1500 (Street Name) Monticello Ave

Zoning Classification: Current C-2 (Rezoning to G-1)

Existing Use of Property: Bus Transportation & Office

Current Building Square Footage 58,859

Proposed Use Mixed Use: Multifamily & Retail

Trade Name of Business (If applicable) NA

APPLICANT/ PROPERTY OWNER (Concord Eastridge)

1. Name of applicant: (Last) Hassett (First) Daniel (MI) _____

Mailing address of applicant (Street/P.O. Box): 509 E 18th Street

(City) Norfolk (State) VA (Zip Code) 23510

Daytime telephone number of applicant () 757 222-6000 Fax () 757 222-6022

E-mail address of applicant: dhassett@hrtransit.org

2. Name of property owner: (Last) Transportation District Commission of (First) _____ (MI) Hampton

Mailing address of property owner (Street/P.O. box): 509 E 18th Street Roads

(City) Norfolk (State) VA (Zip Code) 23510

Daytime telephone number of owner () 757 222-6000 Fax number () 757 222-6022

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July, 2013)

Downtown Development Certificate
Page 2

CIVIC LEAGUE INFORMATION

Civic League contact: NA

Date(s) contacted: NA

Ward/Super Ward Information: Ward 4 / Superward 7

CRITERIA FOR REVIEW

Please provide the following information:

- (a) Use characteristics of the proposed development, including provision for ground-floor active uses and continuity along street fronts in various Downtown Districts and provision of residential uses in applicable Downtown Districts

Please see attached.

- (b) Preservation of historic structures and districts; preservation of significant features of existing buildings are to be renovated; relation to nearby historic structures or districts including a need for height limits.

Please see attached

- (c) Location and adequacy of off-street parking and loading provisions, including the desirability of bicycle parking.

Please see attached

- (d) Traffic generation characteristics of the proposed development in relation to street capacity.

Please see attached

- (e) The provision of open space to meet the requirements of the district; the location, design landscaping and other significant characteristics of this public open space, and its relation to existing and planned public and private open space.

Please see attached.

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July, 2013)

- (f) Pedestrian circulation within the proposed development and its relation to downtown public open space and pedestrian circulation patterns, particularly to plans for pedestrian connections via arcades, bridges or other provisions

Please see attached.

- (g) Architectural relationships, both formal and functional, of the proposed development to surrounding buildings, including building siting, massing, proportion, and scale.

Please see attached

- (h) Microclimate effects of proposed development, including effects on wind velocities, sun reflectance, and sun access to streets and/or existing buildings and/or public open space.

Please see attached.

- (i) Protection of significant views and view corridors.

Please see attached.

REQUIRED ATTACHMENTS

- Check for **\$5** made payable to Treasurer, City of Norfolk,
- **If waivers are requested**, additional analysis will be needed; which will require an additional fee of **\$100**.
- Description and details of proposal.
- Two 8½ x 14 inch copies of a survey or site plan drawn to scale showing:
 - Existing and proposed building structures
 - Driveways
 - Parking
 - Landscaping
 - Location and dimensions of onsite signage
 - Please provide the names and addresses of all professional consultants advising the applicant in the proposed development

CERTIFICATION:

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:

Print name: DANIEL HASSETT Sign: [Signature] 3 / 7 / 14
(Property Owner or Authorized Agent Signature) (Date)

Print name: _____ Sign: _____ / ____ / ____
(Applicant or Authorized Agent Signature) (Date)

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July, 2013)

Submission Date: 3/10/2014

RE: Downtown Development Certificate Application

Property: 1500 Monticello Avenue, Norfolk, VA 23510

Criteria for Review

The current design is predicated on a G-1 Zoning (rezoned from the property's current C-2 classification).

- a) The proposed development includes ground-level retail, multifamily residential units, leasing office, clubroom, exercise room, two courtyards and outdoor pool. The proposed development includes approximately 82% of active use on the ground floor level with frontage along Monticello Ave. The proposed development is built to line at 76%. Transparency along Monticello Avenue is at 50% percent.
- b) Not applicable.
- c) Off street parking ratio is at 1.5 space per apartment unit. The final number of apartment units will vary (plus or minus) depending on subsequent design development and final approved building permit. The parking ratio of 1.5 spaces per apartment unit shall be maintained. Onsite retail parking is at 1 space per 300 SF of retail area. The proposed development also includes an additional 26 adjacent on-street parking spaces. A detailed Parking Analysis is attached.
- d) To be determined.
- e) The current site plan includes two outdoor courtyards contributing to an Open Space area of approximately 17 % of Lot Area.
- f) The streetscape design will be conducive to pedestrian activities and connect with existing public infrastructure.
- g) The development is located along the Monticello Avenue corridor between downtown and 21st Street. Comprising of residential and retail uses, the development's massing and scale will enhance the existing urban fabric along Monticello Avenue.
- h) Not applicable.
- i) The proposed development will strengthen and enhance the streetscape and view corridors along Monticello Avenue

1500 Monticello Avenue, Norfolk, VA

Updated 6/6/2014

DRAFT**PARKING ANALYSIS****Residential Parking Analysis**

Assuming 1 resident for one -bedroom/studio units and 2 residents for each 2-bedroom unit, and assuming one car per resident, the total number of required parking spaces is 271. The Project proposes to construct 311 residential units parking space and 26 adjacent on-street parking, hence 40 spaces will be available for auxiliary uses eg. guest parking. Additionally, the Project proposes to construct 26 adjacent on-street parking that will contribute to a total of 66 spaces available for auxiliary parking.

Proposed Residential Unit Mix	Grd Floor	Floors 2-5	Total	%	Parking per unit	Total
Studio	3	20	23	11%	1.0	23
1 Bedroom	12	108	120	58%	1.0	120
2 Bedroom	4	60	64	31%	2.0	128
Total			207	100%		271

Shared Parking Analysis

The Project proposes to construct a total of 344 on-site parking spaces for the mixed-use (residential and retail) development.

The Project also proposes to construct 26 adjacent on-street parking spaces. The total number of on-site and adjacent on-street parking spaces is 370.

Per the table below, there will be an excess of between 59 and 215 spaces over the course of the week due to the different peak parking times for the residential and retail uses.

The peak parking demand is from midnight to morning, when residents are at home. During this peak period, there is a projected excess of 59 parking spaces.

The largest number of available parking spaces (215 spaces) is during the daytime hours on the weekdays, when residents are away from homes.

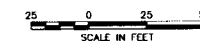
The opposite is true for the retail component. Midnight to morning requires zero parking while the daytime hours are the peak parking periods.

Shared Parking Analysis				Weekdays				Weekends			
	SF or Units	Proposed Parking Per 1,000 SF or Units	No. Parking Spaces	1am -7am	7am-6pm	6pm-10pm	10pm-1am	1am -7am	7am-6pm	6pm-10pm	10pm-1am
Residential	207	1.5	311	100%	50%	90%	100%	100%	65%	80%	100%
Residential Parking				311	155	279	311	311	202	248	311
Retail	10,131	3.3	33	0%	100%	100%	80%	0%	100%	100%	0%
Retail Parking				-	33	33	27	-	33	33	-
Adjacent On-Street Parking			26								
Total			370	311	155	279	311	311	202	248	311
Excess Available Parking				59	215	90	59	59	168	122	59

Shared Parking Approved in accordance
with section 15-5.2 of the Zoning Ordinance: Sepura M. Newcomb
Zoning Administrator



Two Columbia Center
4500 Main Street, Suite 400
Virginia Beach, Virginia 23462
757.490.0132 • FAX 757.490.0136

⁴⁰ ADA/STATE/LOCAL REQUIREMENTS: ALL ADA SPACES IN STRUCTURE
 EXISTENCE DURING H.S. LEVELS WITH ADA SPACES AT 100%

No.	Revised	Time
Designed by	ENW	Drawn by
CAD checked by	ENW	Checked by
		KKH
Scale	1"=25'	Approved by
		KKH
		Date
		May 30, 2014

1500 Monticello Avenue
Norfolk, Virginia

Not Approved for Construction

Preliminary Conceptual Plan

EX-A

Doris M. Berman

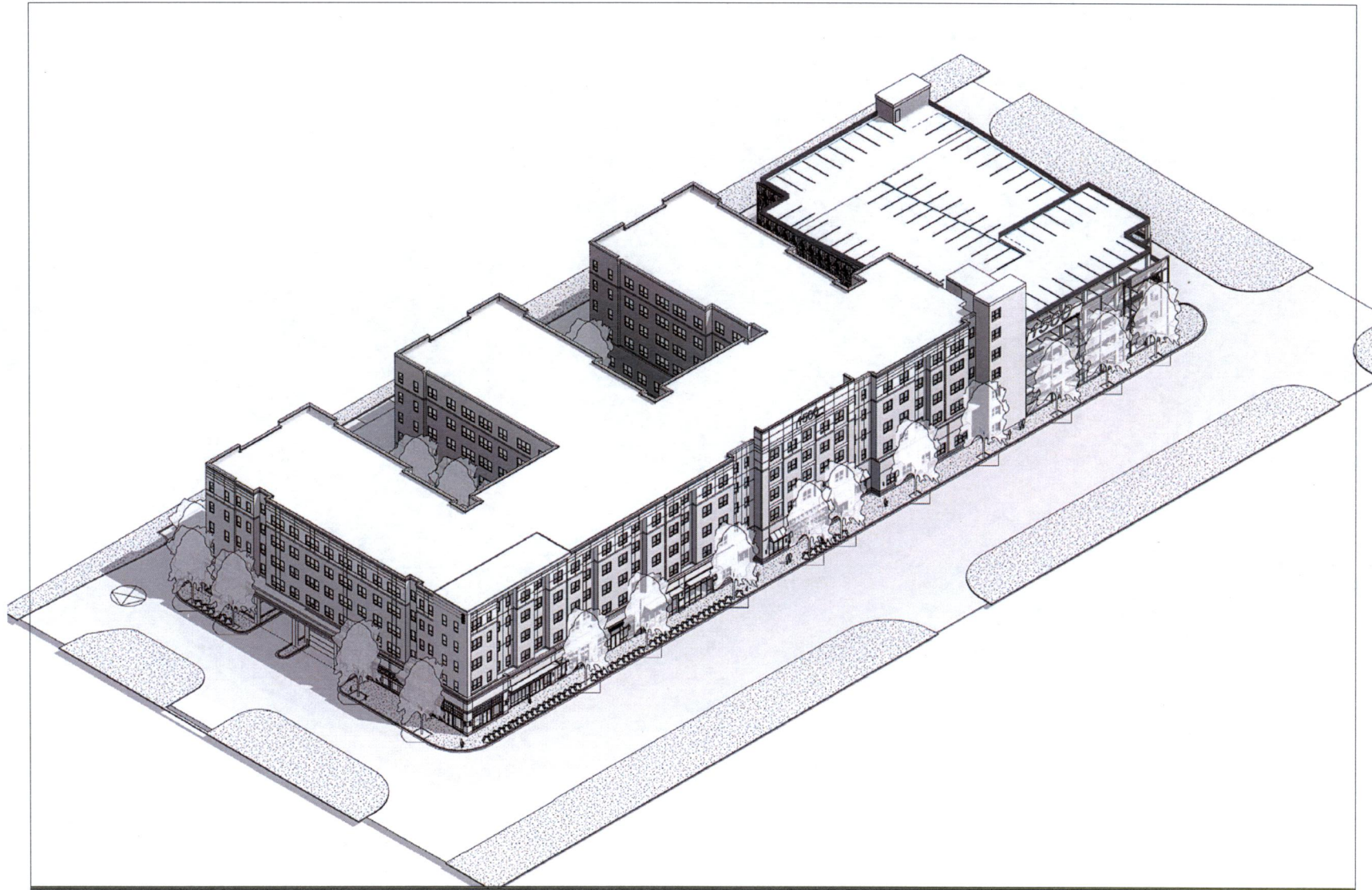
1475.00 CONSPIRACY

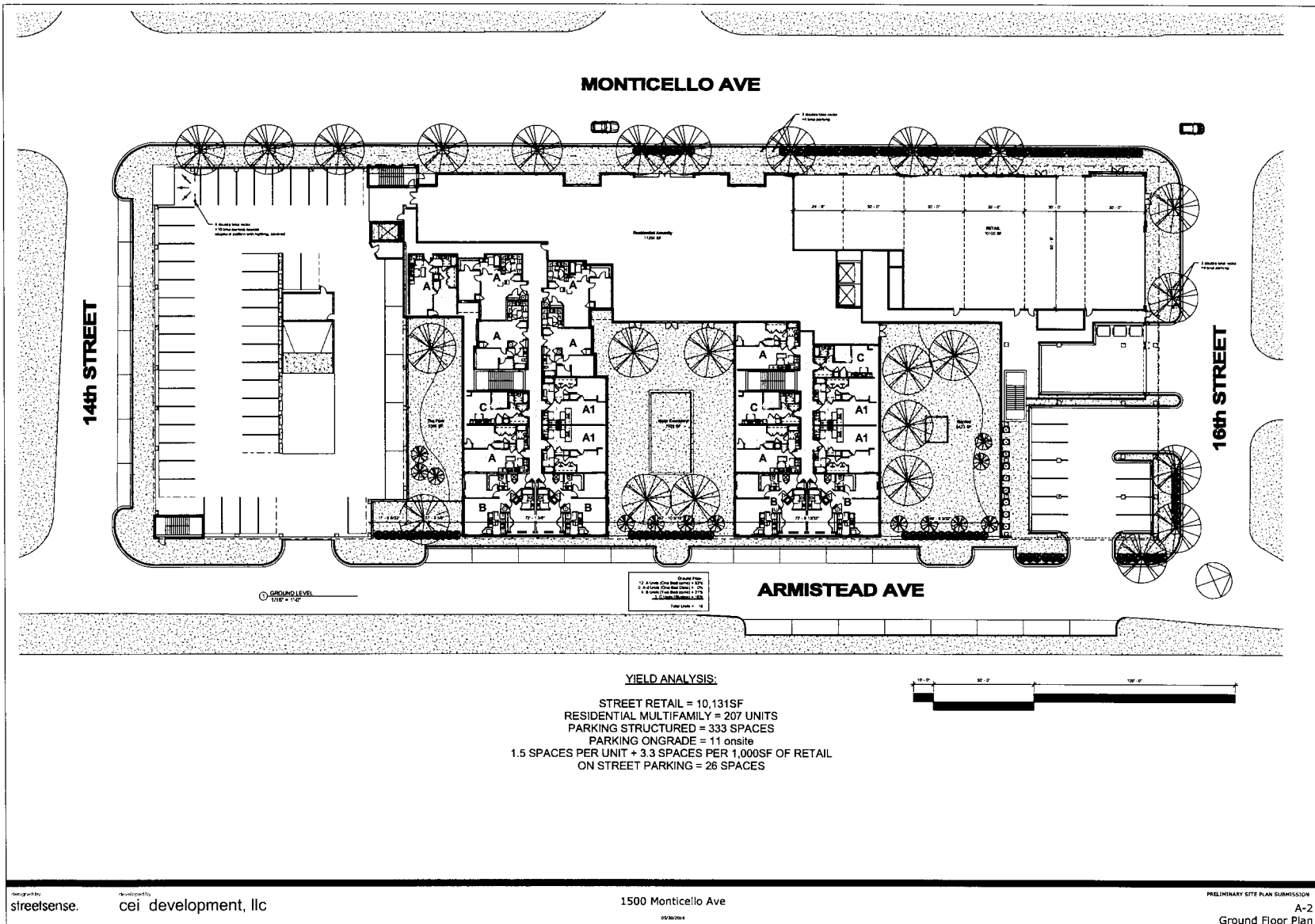
1500 Monticello Avenue Redevelopment Proposal

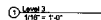


Redevelopment Proposal

5 Story Mixed-Use Building
Including Multifamily Units,
Structured Parking, Retail Space,
& Resident Amenities







Green Screen Trellis
on garage facing units



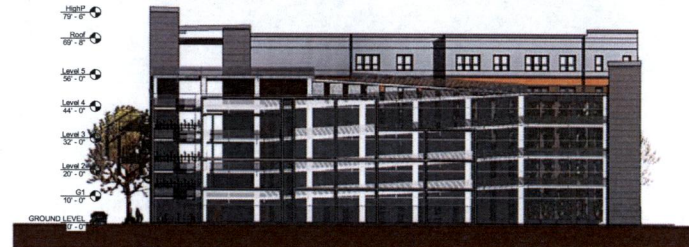
② East Elevation - Armistead Avenue
1/8" = 1'-0"



① West - Monticello Area Elevation
1/8" = 1'-0"



③ North Elevation - 16th Street
1/8" = 1'-0"



④ South Elevation - 14th Street
1/8" = 1'-0"

designed by
streetsense.

developed by
cei development, llc

1500 Monticello Ave

6/30/2014

PRELIMINARY SITE PLAN SUBMISSION
A-4
Elevations



GROUND FLOOR FENESTRATION ANALYSIS:
 500 TOTAL FEET OF FACADE ALONG MONTICELLO AVE
 TO A HEIGHT OF 10' = 5000SF TOTAL
 PROPOSED: 2,500SF OF GLAZING = 50%



Finish Examples

The two photos above are representative of the material use and general design of the project. These are not meant to be renderings of our project. The proposed design is different than these images.

The design of the facade will be refined as the building program is finalized but the finish selections will be substantially similar to the materials noted above.

designed by
streetsense.

developed by
cei development, llc

1500 Monticello Ave
05/30/2014

PRELIMINARY SITE PLAN SUBMISSION
A-5
Finish Examples





June 5, 2014

Jean Lamkin
President, Ghent Square Community Association
852 Mowbray Arch
Norfolk, VA 23507

Dear Ms. Lamkin,

The Planning Department has received applications for a change of zoning from C-2 (Corridor Commercial) to conditional G-1 (Granby/Monticello Corridor Mixed Use), and for a Granby Development Certificate for a proposed mixed use development on property at 1500 Monticello Avenue, property which was previously the HRT headquarters.

This item is tentatively scheduled for the June 26, 2014 City Planning Commission public hearing.

Summary

The requests would allow for the site to be redeveloped with a high-intensity, mixed-use development; 10,131 square feet of ground floor commercial, 207 multi-family units within 4 floors above the ground floor, and an attached parking deck for use by the residents and commercial patrons.

If you would like additional information on the request, you may contact the representative of the developer, Chee Kung of Concord Eastridge, at (877) 850-5070 or you may contact me at matthew.simons@norfolk.gov or (757) 664-4750. A copy of the application is enclosed.

Sincerely,

Matthew Simons
City Planner II

cc: Vanessa Seals, Senior Neighborhood Development Specialist
Vanessa.Seals@norfolk.gov or (757) 823-4357



City of NORFOLK

June 5, 2014

Kevin Murphy
President, Downtown Norfolk Civic League
P.O. Box 3655
Norfolk, VA 23514

Dear Mr. Murphy,

The Planning Department has received applications for a change of zoning from C-2 (Corridor Commercial) to conditional G-1 (Granby/Monticello Corridor Mixed Use), and for a Granby Development Certificate for a proposed mixed use development on property at 1500 Monticello Avenue, property which was previously the HRT headquarters.

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Sincerely,

Matthew Simons
City Planner II

cc: Vanessa Seals, Senior Neighborhood Development Specialist
Vanessa.Seals@norfolk.gov or (757) 823-4357



City of NORFOLK

June 5, 2014

Ian Holder
President, Ghent Business Association
999 Waterside Drive Suite 1100
Norfolk, VA 23510

Dear Mr. Holder,

The Planning Department has received applications for a change of zoning from C-2 (Corridor Commercial) to conditional G-1 (Granby/Monticello Corridor Mixed Use), and for a Granby Development Certificate for a proposed mixed use development on property at 1500 Monticello Avenue, property which was previously the HRT headquarters.

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Sincerely,

Matthew Simons
City Planner II

cc: Vanessa Seals, Senior Neighborhood Development Specialist
Vanessa.Seals@norfolk.gov or (757) 823-4357



City of NORFOLK

June 5, 2014

Mary Miller
President, Downtown Norfolk Council
201 Granby Street, Suite 101
Norfolk, VA 23510

Dear Ms. Miller,

The Planning Department has received applications for a change of zoning from C-2 (Corridor Commercial) to conditional G-1 (Granby/Monticello Corridor Mixed Use), and for a Granby Development Certificate for a proposed mixed use development on property at 1500 Monticello Avenue, property which was previously the HRT headquarters.

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Sincerely,

Matthew Simons
City Planner II

cc: Vanessa Seals, Senior Neighborhood Development Specialist
Vanessa.Seals@norfolk.gov or (757) 823-4357



City of NORFOLK

June 5, 2014

Henry Conde
President, Ghent Neighborhood League
P.O. Box 11431
Norfolk, VA 23517

Dear Mr. Conde,

The Planning Department has received applications for a change of zoning from C-2 (Corridor Commercial) to conditional G-1 (Granby/Monticello Corridor Mixed Use), and for a Granby Development Certificate for a proposed mixed use development on property at 1500 Monticello Avenue, property which was previously the HRT headquarters.

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Sincerely,

Matthew Simons
City Planner II

cc: Vanessa Seals, Senior Neighborhood Development Specialist
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